



PA IMA training workshop registration

The 2006 Public Affairs Individual Mobilization Augmentee four-day training workshop at the Copper Mountain Conference Center, Colo., July 10-13 is fast approaching.

All those IMAs planning to attend should register as soon as possible to ensure hotel rooms are secured.

To register, log-on to the Air Force Portal, click on "Communities", once inside go to "My Communities of Practice", then click on "PA-IMAs CoP".

If "Public Affairs" is not listed, type "Public Affairs" into the search field. "PA-IMAs CoP" is listed near the top of the list. Once in the CoP, simply register for the conference via the link.

All of the latest conference information can be found in the "Conference Folder" in the center of the page.

New visitors may be asked to log-in to "Knowledge Now".

If you have never accessed it, log-on using the following format: User

ID: firstnamelastname; Password: firstnamelastname.

If you have any problems accessing the conference link, please contact Lt. Jeff Schoen at jeffrey.a.schoen@accenture.com.

The Copper Mountain Conference Center is located 75 miles west of Denver and 20 miles east of Vail, off Interstate 70 at Exit 195 and is accessible from both the Denver International Airport and Eagle County Airport.

Strategic communications vital to PA success

By Brig. Gen. Tim White

Mobilization Assistant to the Director of Air Force Public Affairs

Fellow IMAs - We are beginning an exciting and challenging new era in Air Force Public Affairs – and you and I as Reservists are right in the middle of it.

Recognizing the vital role of communications at every level of the Air Force mission, the Secretary and the Chief of Staff have stood up the new Directorate of Communication (CM) – which includes not only traditional public affairs but a strong mandate for long-term strategic communication.

Two dynamic leaders have taken the stick: Brig. Gen. Erv Lessel, who previously served as director of strategic communication for the coalition forces in Iraq, is the new CM.

Brig. Gen. (select) Michelle Johnson is now director of Public Affairs; her remarkable career includes the honor of carrying the "football" for the president of the United States!

I have gotten to know both of them over the past couple of months, and take it from me, Air Force communicators have never had more energetic, committed, smarter and imaginative leadership.

What does all this mean to you as an IMA? Fact is, many of the

fine points are still evolving. The Air Force and Air Force Reserve Command are both in the process of reshaping our communication strategy. But you can bet that your active duty supervisor will look to you as never before for support in telling the Air Force story.

Public Affairs IMAs have a long history of stepping up to take on tough tours and tasks, and as the Air Force continues to get leaner and meaner expect even more to be asked of you in the months and years ahead. I have every confidence you will continue to excel.

Two important points for all IMAs:

Be on the lookout for information from Col. Marty Hauser regarding the IMA workshop in July. We are anticipating a great event.

And hearty congratulations to our Reserve PA officers recently selected for promotions! Selected for colonel are: Patricia Blassie, Robin Grantham, Virginia Jabour, Christy Nolte, Gus Schalkham, David Talley and Eduardo Villavicencio.

Selected for major are: Jose Cardenas, Jeffrey Dorr, Andra Higgs, Colleen Lehne Johnson, Victoria Keegan, Cristin L'Esperance (position vacancy promotion),

Patrick Maloney and Angela O'Connell. They are great leaders and will help ensure a bright future for our Reserve force.

Keep up the great work, and I hope to see each of you at the conference.



Brig. Gen. White

Major General Rosenker nominated to head NTSB

President George W. Bush nominated Maj. Gen. Mark V. Rosenker, Mobilization Assistant to the Commander of the Air Force Reserve Command, to serve a two-year term as Chairman of the National Transportation Safety Board on April 24, 2006. He is currently undergoing the confirmation process for that post.

He has been a member of the NTSB since March 21, 2003, Vice Chairman since April 3, 2003, and Acting Chairman since March 2005. His current term as a member of the NTSB, his second, expires Dec. 31, 2010.

General Rosenker entered the Air Force in 1969 through the University of Maryland ROTC program. He is a graduate of the Air Command and Staff College and the Air War College.

The general has worked at all levels of Air Force public affairs during his active duty and reserve career. He has deployed to Colombia, Somalia, Guantanamo Bay and Saudi Arabia in his military career.

Beginning Jan. 20, 2001, until the announcement of his nomination to the Board, General Rosenker served as Deputy Assistant to the President and Director of the White House Military Office.

In this capacity, he had responsibility for policies, personnel and plans that involve Department of Defense assets in direct support of the President.



Maj. Gen. Rosenker

Before his White House appointment, General Rosenker was Managing Director of the Washington, D.C. office for the United Network for Organ Sharing, overseeing the development, implementation and management of a national public information program dealing with all facets of organ transplantation in the U.S. Before joining UNOS, General Rosenker served 23 years as Vice President, Public Affairs for the Electronic Industries Alliance. General Rosenker's interest and experience in transportation safety dates back more than three decades to his time at a major national public affairs organization.

His clients there included the American Safety Belt Council, the Motorcycle Safety Foundation, and the Safety Helmet Council of America.

He later served as Director of Communications for the American Moped/Motorized Bicycle Association.

General Rosenker's professional experience also includes service in the federal government at the Department of Interior, the Federal Trade Commission and the Commodity Futures Trading Commission.

In 1990, he was appointed by President George H.W. Bush as a member of the American Battle Monuments Commission. After serving four years, General Rosenker received the Commission's highest honor, the ABMC Meritorious Service Medal.

SOUTHCOM conducts regional media training

By Col. Terrance C. Holliday
Secretary of the Air Force Public Affairs

The missions of the Headquarters Southern Command Public Affairs Directorate include training for military and civilian officials of partner nations throughout the Area of Responsibility. Commando Sur - SOUTHCOM is the recognized partner of choice and center of excellence for regional security affairs in Latin, South America and the Caribbean.

Hosted by the Honduran Defense Department, SOUTHCOM's Deputy Public Affairs Director, Mr. Raul Duany, facilitated an Inter-Regional media conference in Tegucigalpa, Honduras in early December. Public Affairs representatives from Panama, Nicaragua, El Salvador, the Dominican Republic, Costa Rica and Honduras

participated and worked on media concepts to support disaster response. The conference focus provided suggestions for these public affairs professionals to effectively communicate with the national and international media. The extremely active 2005 hurricane season experienced by this region provided the core of very lively discussion. Mr. Duany commented to the group, "The U.S. Department of Defense Principles of Information provides a sound base for any organization to deal effectively and accurately with the media. It is professional, credible and honest."

The conference was highlighted with presentations from the American Red Cross discussing organizational demands resulting

from Hurricanes Katrina and Rita. The group participated in critical skill-building discussions dealing with "Managing a Public Affairs Crisis." These Public Affairs partners walked away with a template they could develop for their specific needs. Mr. Duany and his SOUTHCOM team provided quality support that will help enhance media relations.

The opportunity for this writer to participate as a military member of the SOUTHCOM community relations team was truly outstanding. Spanish-speaking IMAs interested in supporting these missions should visit the Reserve Affairs Web site via the USSOUTHCOM portal at www.southcom.mil. Adios!



Col. Holliday



The *Publicist* is a funded newsletter published by the Air Reserve Personnel Center Public Affairs Office,

6760 E. Irvington Place #1010, Denver, Colo., 80280-1010. Contents of the *Publicist* are not necessarily the official views of, or endorsed by, the U.S. Government, Department of Defense, Department of the Air Force or the Air Force Reserve Command. Direct questions to the editor at (800) 525-0102 or DSN 926-6515.

Assistant Director, Reserve Affairs (SAF/PAV)

Col. Marty Hauser

Chief, Public Affairs (HQ ARPC/PA)

Maj. Kim Wheeler

Editor (HQ ARPC/PA)

Senior Master Sgt. Kelly Mazezka

Caution! Blog ahead

Military officials take notice as Web journals march into services' ranks

By Senior Master Sgt. Paula Paige
SAF/PA Strategic Communications Division

Whether you consider them citizen journalists, like the controversial Matt Drudge, or Internet correspondents chronicling their everyday experiences, bloggers are shaking up the mainstream media and forcing the military to provide guidance to troops who are writing their own online journals.

Essentially an online diary, a Web log, or blog, is a personal Web site featuring commentary or postings in chronological order, with links to other related sites. Using free software, a blog can be created in as little as 10 minutes, and this new communication tool is fast becoming a powerful force in the information world.

The Internet has evidence of hundreds of military blogs spread across the globe, with troops of varying demographics writing from Internet cafes, barracks, homes, anywhere they can log onto the Web.

About 27 percent of online U.S. adults read blogs, and seven percent write them, says a recent study by the Pew Internet and American Life Project, which produces reports exploring the impact of the Internet on society. A new blog is created every 5.8 seconds, with research indicating that blogs will number 34

million at the end of 2005, the organization says.

As evidence of this medium's continued growth, the Army Times devoted its March 14, 2005, cover story to bloggers, focusing on the military niche and how troops' blogs provide firsthand accounts of life on the frontline. Accompanying sidebar stories share how some soldiers are making money from advertisers with their blogs as well as how others have signed book deals.

Though most blogs are a harmless medium for troops to tell their stories without the filter of official screeners, this new-age communications tool raises several concerns.

Military members sharing personal wartime diaries can be a threat to operational security; and the blogosphere, as its followers call it, is unregulated.

The Air Force has weighed in; recently reinforcing guidance to troops on information security policy regarding blogs.

"Paper-based personal journals and diaries have been around for many years," said Maj. James Cabalquinto, Chief of Information Assurance for Headquarters Air Force, whose office at the Pentagon is responsible for publishing policy, procedures and guidance on information operations for the Air Force.

"The advent of personal Web logs and their 'instant' connectivity to a worldwide audience, however, has raised the need to re-enforce existing DOD ethics and information security guidelines.

"Like any other U.S. citizen, DOD personnel enjoy the freedom and right to express themselves

in such a forum. Individuals, however, as DOD employees, must exercise the utmost discretion in commenting on DOD activities or individuals representing DOD. Failure to do so, could violate policy leading to DOD disciplinary and/or civil legal action, and ultimately put DOD personnel, operations and resources at risk."

Popular blog sites

Here is a list of some popular civilian and military blogs. They range from controversial citizen journalist Matt Drudge to an opinionated Air Force chaplain's musing on the ethics of war and religion, to free-for-all diaries of troops on the frontlines.

Military-related blogs:

- www.mudvillegazette.com/
- <http://blogcatalog.com/directory/military/>
- <http://dharmagrl.joeuser.com/>
- www.militaryspot.com/links.htm
- www.airmanblog.com/blog/index.html
- www.ryanshead.com/archives/000272.html
- www.command-post.org/iraq_index.html

BRIEFS

Retirements

The following public affairs IMAs recently retired: Col. Ann Cottongim, SAF/PA, Lt. Col. James Finkle, 89 AW/PA, Andrews Air Force Base, Md., Maj. Kenneth Petray and Master Sgt. William Dowell, AFNEWS, and Master Sgt. Neil Werenskold, AFMC, Hill AFB, Utah

Achievements

Capt. Olivia Nelson, who recently transferred from Air Force Special Operations command to Secretary of

the Air Force Public Affairs, was selected to attend Squadron Officers School in residence. Capt. Cary McPartlin, SAF/PA, was also selected to attend SOS.

PA's new lieutenants

Derek White and Stephanie Witty, both of SAF/PA, attended the Academy of Military Science and received commissions.

AFRC has openings for AEF 5-6.

Headquarters Air Force Reserve Command Public Affairs has many open positions

(senior airman through lieutenant colonel) for Air Expeditionary Force Rotation 5-6 (mid-January 2007 to mid-May 2007) in several locations. Depending on the location, split rotations may be permitted. Volunteers must have their supervisor's and wing commander's approval.

HQ AFRC/PA also has RPA man-days available for a lieutenant colonel/major, until September. For more information contact, Lt. Col. Jackie Trotter at (478) 327-1756 or DSN 497-1756 or Master Sgt. Howard Smith at (478) 327-1754 or DSN 497-1754.